



COUNCIL AGENDA: 3-25-14
ITEM: 2.10

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Toni J. Taber, CMC
City Clerk

SUBJECT: SEE BELOW

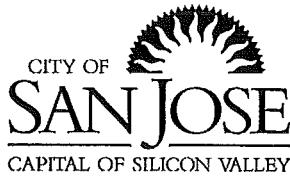
DATE: 3-19-2014

SUBJECT: CESAR E. CHAVEZ COMMEMORATIVE MARCH

RECOMMENDATION

As recommended by the Rules and Open Government Committee on March 19, 2014 and outlined in the attached memo previously submitted by the Rules and Open Government Committee:

- (a) Approve the Cesar E. Chavez Red Commemorative March scheduled for March 29, 2014 as a City Council sponsored Special Event and approve the expenditure of City funds; and
- (b) Approve the allowance of donations from various individuals, businesses or community groups to support the event.



Memorandum

TO: CITY COUNCIL

FROM: Councilmember Xavier Campos

SUBJECT: SEE BELOW

DATE: 03.12.14

APPROVED:

DATE:

3/12/14

SUBJECT: APPROVE THE *CESAR E. CHAVEZ* COMMEMORATIVE MARCH AS A CITY COUNCIL SPONSORED SPECIAL EVENT TO EXPEND FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES FOR THE EVENT.

RECOMMENDATION

1. Approve the *Cesar E. Chavez* Commemorative March scheduled for March 29, 2014 as a City Council sponsored Special Event and approve the expenditure of funds
2. Approve the allowance of donations from various individuals, businesses or community groups to support the event.
3. Approve a 10-day Sunshine Waiver and place item on the March 25, 2014 Council Agenda for action.

BACKGROUND

The annual *Cesar E. Chavez* Commemorative march is an event celebrating the life and legacy of Cesar E. Chavez. Participants will recreate the infamous path to the former Safeway site, now the Mexican Heritage Plaza, which started the 1960's UFW Grape Boycott. This event is taking place on Saturday, March 29, 2014 at the Mexican Heritage Plaza starting at 10:00 AM. The event is free and open to the public with registration.

ANALYSIS

Approval by the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events. In observance of existing fundraising disclosure requirements, Councilmember Campos will report any cash or in-kind donations received for the event on their Disclosure of Fundraising Report (DFR- 1). Approval of this memorandum will enable Council District 5, City departments and the Office of the City Clerk to proceed with the event. Any cash donations will be processed pursuant to the City's normal financial and budgetary requirements.

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EVALUATION AND FOLLOW-UP

Councilmember Campos will issue an information memo detailing the results of the event.

PUBLIC OUTREACH/INTEREST

The Office of the City Clerk will post the item on the City's Website for the March 19, 2014 Rules Committee Agenda and the March 25, 2014 City Council Agenda. In order for the City Council to approve the special event before the event date, a ten-day sunshine waiver is requested.


COORDINATION

This memorandum has been coordinated with the City Attorney's Office and the City Clerk's Office.

CEQA

Not a project. [PP10-066 (e)]

Reviewed by:


TONI N. TABER, CMC
City Clerk

For questions, please contact Toni Taber, City Clerk, at (408) 535-1260.